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7-29-2009

# Eagle Executive Briefings: What to Expect

Ronald Shiffler

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# Eagle Executive Briefings: What to expect

Welcome, readers, to this new column from the College of Business Administration at Georgia Southern University called Eagle Executive Briefings.



**Ronald Shiffler**

First, let us congratulate the Savannah Morning News on launching Business in Savannah. We extend our best wishes for success. With disappointing economic and financial news making headlines on a regular basis, now is the best time to provide readers with insights and additional perspectives. Through this column, we hope to contribute to the dialogue and offer unique opinions, news, reviews, stories, tips and other interesting information.

Content-wise we have mapped out a series of potential topics to develop over the course of the next year. For instance, did you know that

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our business school is one of the national leaders in a growing field called forensic accounting?

Hint: If you do not know what forensic accounting is, then all I have to do is mention names like Bernie Madoff, Kenneth Lay and Dennis Kozlowski — poster boys for white-collar crimes — and you will have a pretty good idea that forensic accounting is the CSI equivalent for CPAs.

That's right, we are teaching today's accounting students how to catch the bad guys who do funny things with financial statements. You will read future columns from a couple of our faculty who spent years on the frontlines of fighting white-collar crime and have come back

to the campus to share their expertise.

We have other faculty columnists from the corporate world, where they worked in sales, information technology and banking, to name a few. They will combine on-the-job experiences with their latest research findings and, hopefully, give you something to "take away" from each story.

Are you interested in leadership? Sports economics? Tax issues? Human resources? Finance? We will rotate these topics and try to keep it relevant and local, wherever possible.

We have environmental economists who are eager to tell you about the impact of development on the coastal region. And, no, they are not "tree huggers" who bash

anyone wanting to cut down a tree. Rather, they are scientists who balance knowledge with reality.

Entrepreneurship also is a hot topic, and we will introduce you to our newest faculty member from England who has lots of ideas for helping grow local enterprises.

Fledgling businesses in need of additional capital are screened by the Ariel Savannah Angel Partners at its monthly meetings. From time-to-time, I will report on those meetings, especially as they relate to Savannah-area start-ups.

The port and all the logistics companies that support it are obviously big business in our region. Logistics is practically our business school's middle name as we have one of the top-ranked programs in the country. We promise to include regular updates about this burgeoning industry, too.

Well, stay tuned, because you are about to enjoy the full force of some of the most

## ABOUT GSU'S COLLEGE OF BUSINESS ADMINISTRATION

The College of Business Administration at Georgia Southern University has almost 100 full-time faculty, more than 3,000 business students and more than 18,000 business school alumni. The college of business also has the highest level of business school accreditation — AACSB International.

GSU also offers a complete M.B.A. degree in Savannah and a complete M.B.A. degree online.

intelligent minds in higher education in our new column, Eagle Executive Briefings. See you next week.

Ronald Shiffler is the Dean of the College of Business Administration at Georgia Southern University.

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